

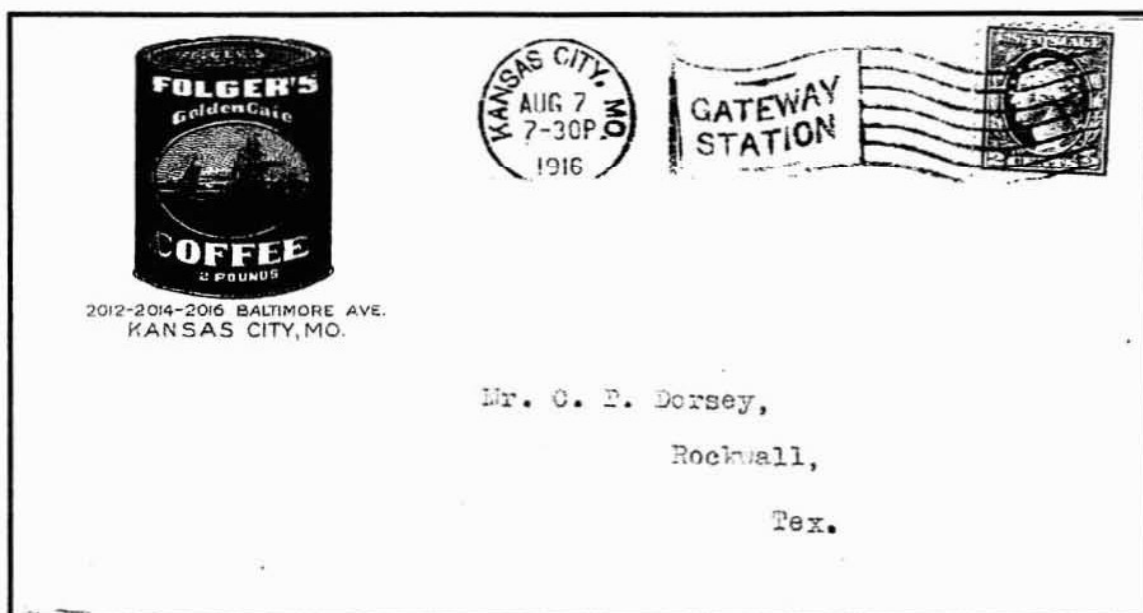
## My Convention Find (F143 Identified)

Ken Masters (#3859)

There it was, on the top of the other covers in the box. The sleeve says pattern F143 with a "B" rating. It has a Folger's Coffee can with a Kansas City, MO corner card and a Kansas City, MO postmark. Strange that it is not on my

Missouri list, but maybe it is one I missed in the supplement pages.

Look at the Gateway Station Flag Cancel and look at the advertising on the back.



What a neat cover. I wonder why no one else has purchased it. Maybe it is because it is opened so rough and the perfin is almost off the top of the stamp. Even though it is not on my list, I will buy it if the price is not too high. Well, the price was acceptable and I took it back to my room with my other purchases.

Imagine my surprise and excitement when I looked in the Catalog and found that pattern F143 (FOL/GER) is unlisted as to user and city. Later that day, my identification was verified by other, more experienced, perfin collectors. What a great reward to my trip to my first convention.

Upon my return to Kansas City, I was able to find some of the history of Folger's coffee.

The company was started in 1850, in San Francisco by William H. Bovee as The Pioneer Steam Coffee and Spice Mills. James A. Folger helped Bovee erect the mill and then went off to mine for gold. He also took along samples of Bovee's coffee and spices and took orders from the grocery stores in the mining country.

He returned to San Francisco in 1865 and became a full partner in The Pioneer Steam Coffee and Spice Mills. He then bought out the other partners (in 1872) and renamed the company J. A. Folger & Co.

After his death in 1889, his son, James A. Folger, II, became company president and greatly expanded the business. In 1907 (or

1908), Frank P. Atha, Sr., one of the company's most energetic salesmen, recommended building a new roasting plant in Kansas City.

Also, in this same time frame, Atha acquired ownership of the company and moved its headquarters to Kansas City, MO. Atha's first plant and headquarters were located at 20<sup>th</sup> and Baltimore, Kansas City, the return address on the cover. In 1938, the headquarters and plant were moved to 8<sup>th</sup> and Broadway in Kansas City, MO.

Atha's sons continued to operate the company until, in 1963, it was acquired by Proctor & Gamble Company, Cincinnati, OH. P&G continues to operate the 8<sup>th</sup> and Broadway plant today.

#### References

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